

an eBook by

Scoop. **it!**



How to blog consistently

in **30 minutes a day** or less

The complete guide to scaling your content marketing ROI by curating content to your website or blog the right way.

Consistency: the basis for content marketing success

“ Blogging produces results that accumulate over time: one post refers readers to another one and then another one and so on. Marketers that run out of steam after the initial launch of their blog are missing out on the most accessible form of content marketing.



Guillaume Decugis

Co-Founder & CEO
Scoop.it
[@gdecugis](https://twitter.com/gdecugis)

The key to getting any results with your content strategy is to publish quality content regularly and consistently.

The times where you could rely on an occasional epic piece of content such as a quarterly white paper or a yearly survey report are gone.

There are several data points on this that we'll detail in the first section of this eBook and show that a consistent volume of content is as

important as quality content to obtain results.

So a clear question to all content marketers is: **how do I scale my published content while maintaining or increasing its quality?** And how do I do that with limited resources?

We created this eBook to give marketers an efficient way to do that and increase ROI from their content strategies.

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Why publishing consistently matters



How much more traffic do you get by publishing consistently?



4-10x

**is how much more traffic you
can get with a consistent
publishing activity**

Let's look at the data.

While some still oppose content quantity and quality, we wanted to find out a way to measure how impactful each piece of content was. By analyzing data from the Scoop.it user base (~2M users), we were able to quantify the impact of content quality and publishing frequency on traffic.

How did we measure this?

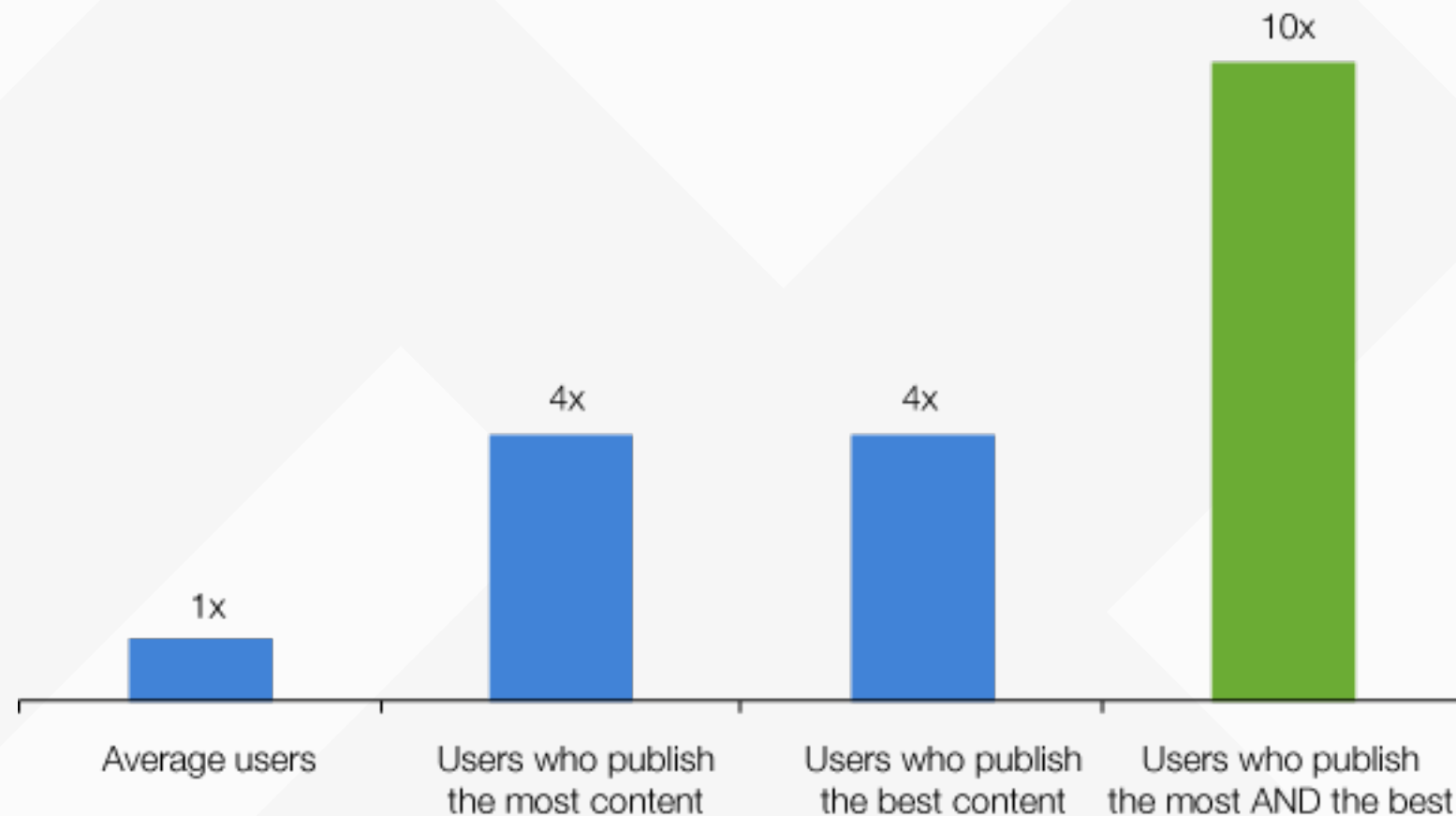
First, we segmented our user base into percentiles based on their publishing frequency.

Second, we used something we developed called the "Scoop.it" score to judge the quality of their publishing work. Though quality is objectively hard to assess, this score reflects many criteria including audience reactions and other signals which make it an interesting proxy to look at.

Quality helps, quantity too. Winners combine them both.

Impact of content quality and frequency on traffic

(traffic generated compared to average users)



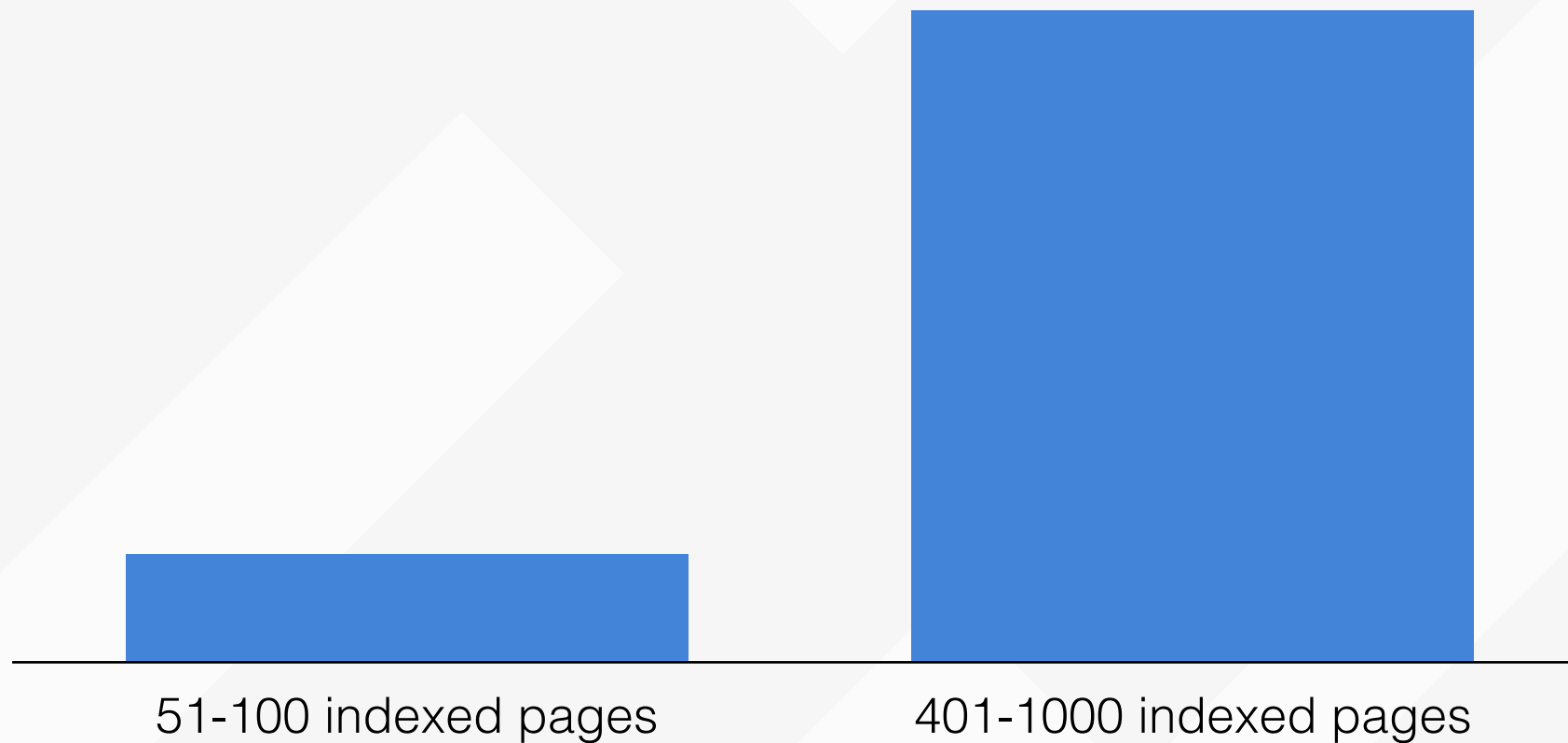
Source: [Where content curation traffic comes from](#)

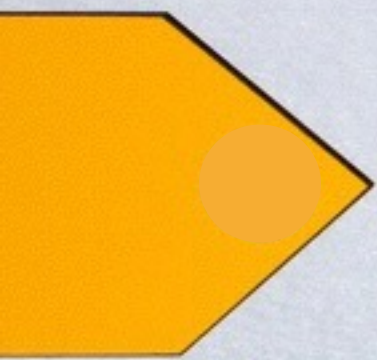
More content also means more leads

6x

Businesses with websites of 401-1000 pages get 6x more leads than those with 51-100 pages.

(HubSpot)



A yellow arrow graphic pointing to the right, with a small yellow circle inside it.

**Adding curated
content to your blog
in the **right way****

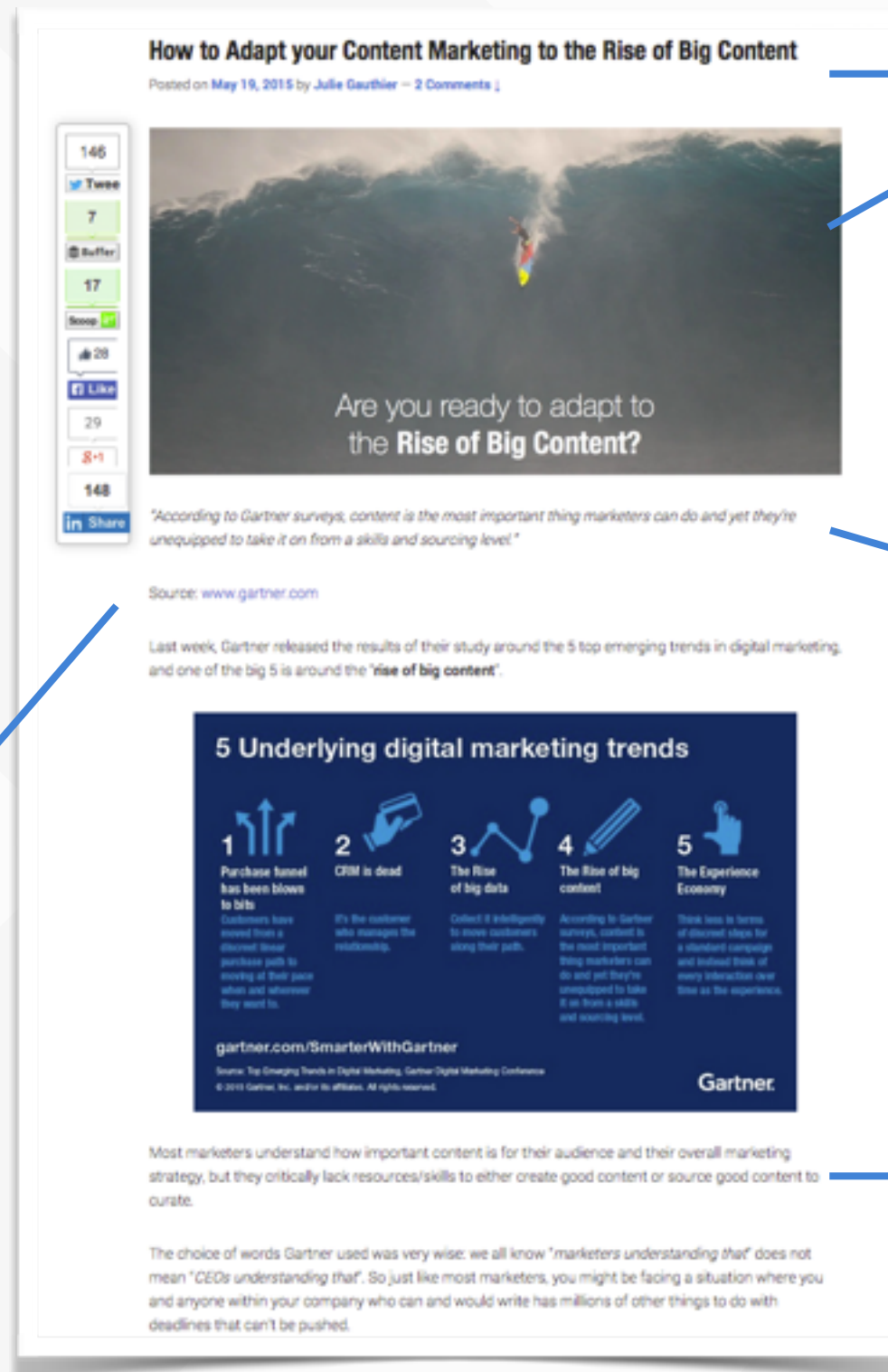
Adding curated content: how to do it right

One of the main ways to scale content marketing is to add curated content to your website or blog.

By selecting the most interesting content for your target audience and adding some context to it, you will naturally show your expertise to your visitors – a good objective in itself.

Source attribution where you can click to read more:

- drives traffic to original site,
- vets original content as worth reading,
- encourages further sharing.



Your title and your image should be relevant to the overall content of the article.

Quote from the original article.

Added value in the form of commentary from the curator: context, opinion, perspective, links to other pieces, etc.

Enjoy the benefits of adding curated content to your website

1. **Audience engagement** as readers can now discover more interesting content than just your own stories or product news: visitor loyalty will increase, as they navigate between related curated pieces, and they will have reasons for coming back or even subscribing to [your email newsletters](#).

2. **SEO** as your Website now contains more quality content on your niche topic which can be indexed by Google. Not only will that content be well targeted and relevant but it will also be organized and contextualized which is what Google is looking for (more on seo benefits of content curation [here](#)).

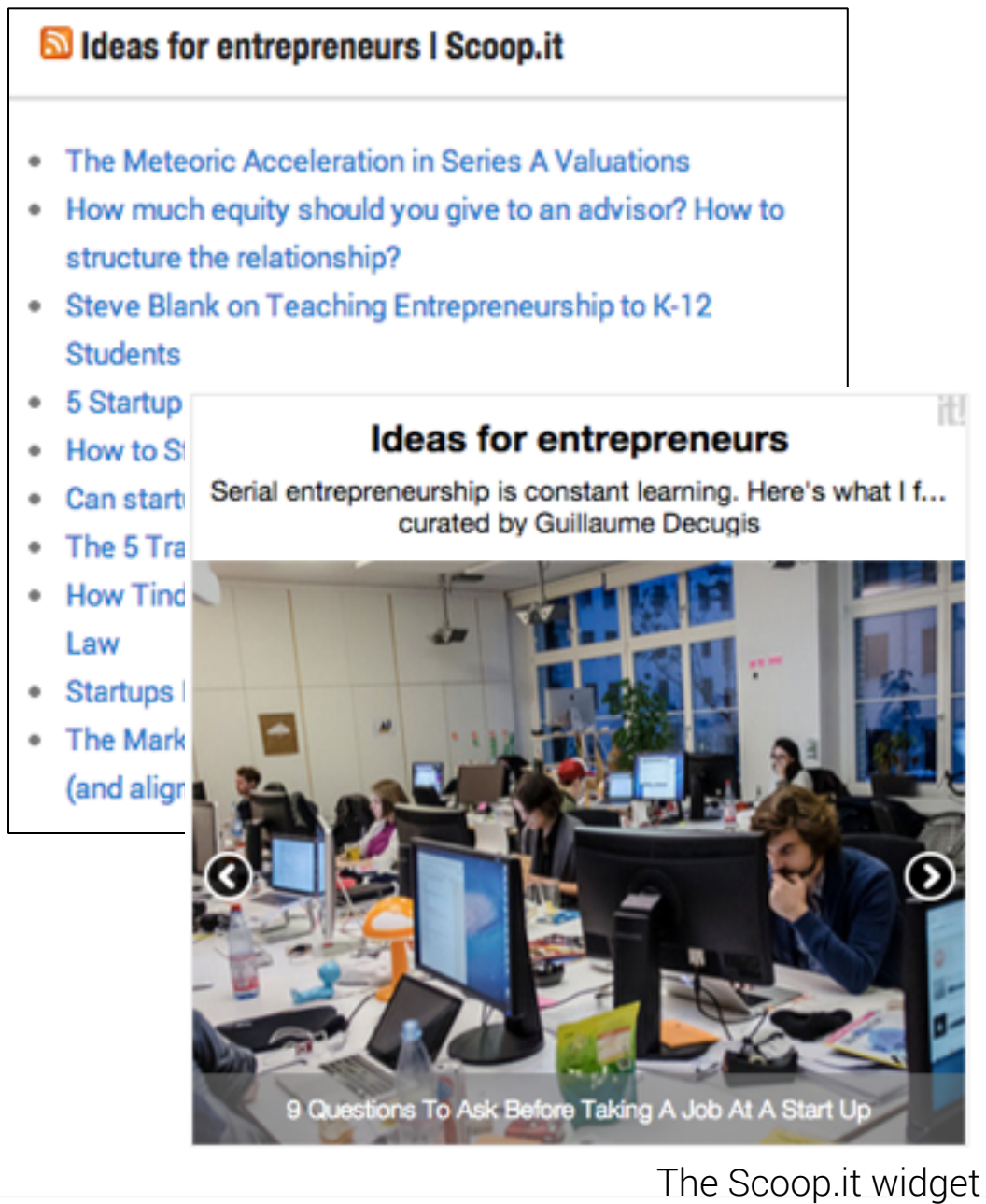
3. **Social Traffic** as your readers can share content they like while directing traffic to your site (more on why you should use a content hub for your social media publishing [here](#)).

4. **Conversions** as readers of your curated content are not just clicking on links in your tweets or Facebook posts to end up on third-party websites, but are instead being directed to your own website that now acts as a content hub. You can incorporate calls-to-action in your hub to either contact you, subscribe to your newsletter or request a demo of your product (more on how to use content curation for inbound marketing and lead generation [here](#)).

So let's look at the various ways of adding curated content to a website or blog and their respective merits.

1. RSS-widget on the sidebar are quick and easy but here's the problem

A basic Wordpress RSS widget



The Scoop.it widget

Of course a basic RSS widget is **very minimal in terms of design and lacks a visual experience.**

If you're using Scoop.it for your content curation, you can make things look much more dynamic by using the Scoop.it widget.

But regardless of the design and while this type of integration is really quick, it has the following limitations:

- No content is displayed beyond a title and a visual: your insights are not showing which is a lost opportunity to engage your audience and this makes your content less attractive from an SEO standpoint.
- No new web pages are created as a result: from an SEO standpoint, this will impact your existing pages (with the restriction above) but will not help having more pages indexed by Google.
- Readers can not share any of the content from your site.

2. Ok but not great: embed curated content pages



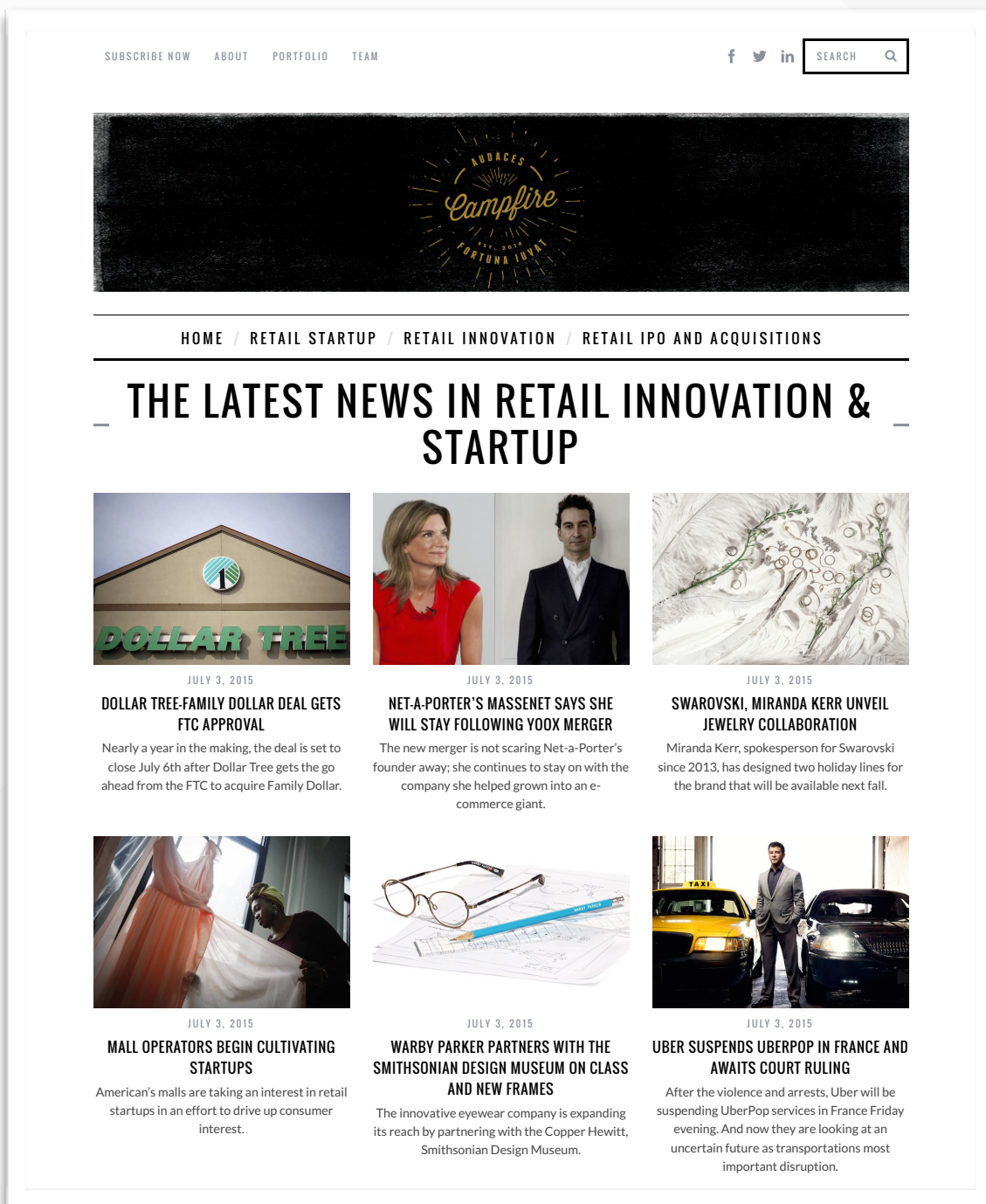
Another integration to consider is to insert pages with embedded content.

If you're using Scoop.it, the embed code will let you do that with a simple cut and paste. [Here's an example](#) of how it can look (also shown on the left).

Compared to the previous solution, this implementation lets you achieve a lot more: it incorporates visuals, your insights are now clearly showing and this page can have conversion hooks as well as the full navigation of your site to let your readers go back and forth. But again, with the above-listed objectives in mind, it has the following limitations:

- You're adding only 1 page (or 1 page per topic) to your site, which is better than none but doesn't optimize your content curation efforts and considerably limits SEO benefits.
- Readers can still not share any of the content from your site because even though you could have sharing buttons on these posts, there are no URLs on your website for this content.

3. Best: CMS integration that turns curated content into posts



If you already have a CMS (Content Management System) for your website/blog like Wordpress, you should integrate your curated content directly at the CMS level.

This solution solves the limitations of the two other options as each piece of content you curate is now turned into a post in your CMS and therefore a page of your website:

1. Each piece of curated content has **its own permalink URL** that can be indexed by search engines as well as re-shared by your readers individually, generating social and SEO traffic.
2. Your curated content is **displayed with your CMS' templates' look & feel**, highlighting your brand but also showing conversion hooks such as sidebar forms or call-to-action banners.
3. The **insights** you add to your curated content are **prominently visible to your readers**.

Organizing curated posts alongside original content

Now that your curated content is so nicely integrated, how do you organize it alongside created content?

This might not be a problem if you don't create much original content or if you consider both to be equally important and interesting to your readers. There is no right or wrong answer to this: on the [Scoop.it blog](#) for instance, we mix them both

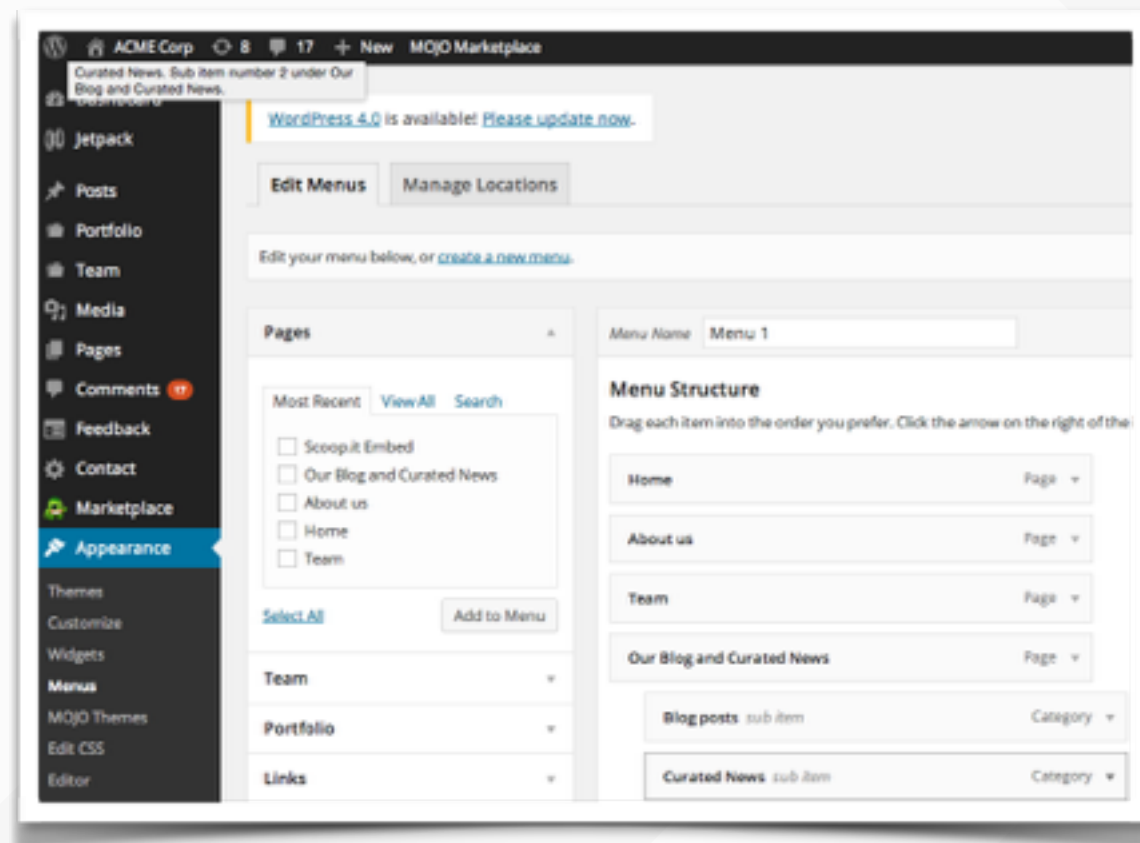
because our curated pieces always include a fair amount of insight, i.e. original content from us that we add to give context to our readers. The Scoop.it integration we use also makes it clear it's curated and not original by prominently displaying the source of the original content and linking back to it.

However, you might feel they should be separated for editorial reasons, or you may want to simply organize your content in a certain way, for

instance if you cover a variety of topics.

Let's see how you can address that in the case of Wordpress (but the same would apply to any other CMS provided your content curation platform integrates with it).

Organizing curated posts alongside original content



Mapping posts by Wordpress category

One way to do this is by mapping your curated topics within WordPress categories.

If you have only one topic, you can assign all of your curated posts to a category called “Curated content” for instance. If you have say 3 topics, you could have 1 topic in the “Industry News” category, another one in “Market trends” and a third one in “Best practices”.

Then by using Menus from the Appearance settings of your WordPress dashboard, you can organize how you want to display content from your various categories as shown on the left.

An example of how this can be seen at <http://acme-insurance.com/> where the Blog main menu shows both curated and created content mixed, but the corresponding submenus are showing only original posts (<http://acme-insurance.com/category/news/>) or only curated posts (<http://acme-insurance.com/category/curated-content/>).

Organizing curated posts alongside original content



Create a dynamic home template

If you're using your own WordPress template or are able to modify your existing one, you can even go further and make your home page a lot more dynamic by showing the latest posts by category.

You can for instance have a 2/3 main column for original content and a 1/3 sidebar for curated content - somehow like the New York Times does with their curated news section called "Watching" (see left).

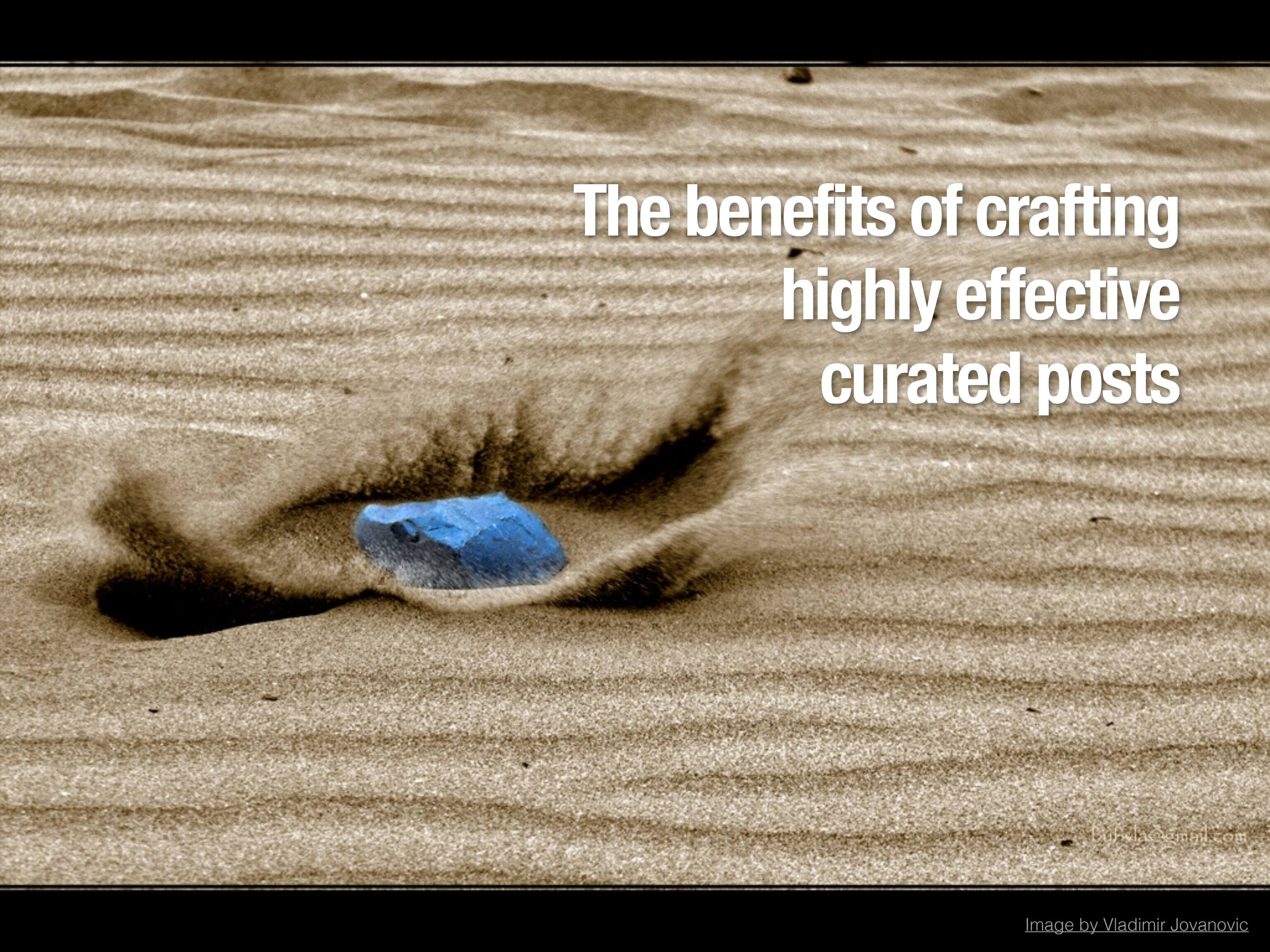
WordPress is a very powerful platform and lets you do pretty much what you want so the possibilities are limitless.

Now, a critical point is that regardless of how you design this integration, the curated content you add to your website or blog needs to be valuable to your readers: you should be proud of publishing it and it should benefit your brand development, traffic, SEO and lead generation objectives. Let's look at how this can be achieved while still saving 80-90% of the time it takes to create good content.

Adding curated content to your website: a comparative analysis

So here's how the various ways to add curated content to your website stack up:

CMS integration with Wordpress		
Embed a sidebar widget	SEO traffic: stories can be indexed individually	Embed a curated content page
	Social traffic: stories can be shared individually	
	Matches template & CSS	
	Displays added insights	
	Good looking	
Simple	Simple	Simple

A photograph of a sandy beach with a small, bright blue rock partially buried in a sand dune. The sand is light brown and shows some tracks. The text is overlaid on the right side of the image.

The benefits of crafting highly effective curated posts

info@lajournal.com

Curated posts on your blog make you more credible

Content curation can (and should!) be much more than placing a few titles and links.

“Content curation not only alleviates the pressure of having to devote valuable time to creating original content, but it also adds credibility and third party validations to your efforts.



Jason Miller

Senior Content Marketing
Manager, LinkedIn

[@jasonmillerca](#)

You can turn each link you curate into a blog post with its own unique URL (aka permalink) that will be indexed in search engines, contribute to your SEO efforts and be shared by your readers on social media.

Just like any regular blog post, a curated post is a blog entry in your blog platform or your content management system. Its content consists by default of a title, an image and a quote from the original piece but to be effective, **you shouldn't stop at that: you need to**

bring value to the content you curate for your audience by adding an insight to it: your take on the article itself.

And this is not just about saving money or time: it's also about adding to your original content in terms of traffic, SEO or leads as well as building trust with your audience in a way your own content cannot: 3rd-party content has been measured to be 4-7x more credible than vendor's content. Yes, it means that curated content makes your blog more original, less about you and better trusted by your target audience.

The more you curate, the more you become a thought leader

“How do you make content curation work?
Add value!

Curation is an opportunity to add the value, insights or perspective that position your firm as a thought leader.



Rebecca Lieb

Analyst
Altimeter Group
[@lieblink](#)

Show thought leadership

Good content curators don't just select and share: they add value by providing context and meaning. Luckily, if you have the right content discovery tools, you're likely to have automated a good part of the content curation work. And as you're probably reading a lot of content on your niche anyway, applying judgement to select the most relevant content will come easy.

Not only that but you'll be very likely to have something to add to that piece of content: a perspective, an objection, a way to complete the original author's opinion or analysis. Add it as an insight to ensure your readers see the value you bring them as a trusted thought leader in your industry.

Awareness, traffic and shares through the authors you curate

“Content curation is a great shortcut to quality, which indirectly increases the likelihood of sharing and ranking. It also directly increases traffic when you mention the creator of the curated content when you share. This kind of "ego bait" appeals to the writers goal of increasing their own visibility. Like most writers, I share everything that mentions me.



Andy Crestodina

Principal, Strategic Director, Orbit Media

[@crestodina](https://twitter.com/crestodina)

More and new traffic

This benefit is actually a logical triple benefit: by quoting your source, you bring traffic to the author you curate.

First, they'll notice you, so it will increase brand awareness.

Second, as Andy says this ego bait will talk them into sharing the post you curated.

Third, they just might return the favor and start sharing good piece of content you write in the future!

Curation is very powerful to increase your SEO rankings

“Content curation centralizes your blog or website as a hub for only the highest-quality information. Curated content is a magnet for inbound links and the more inbound links you have from quality sources, the higher search visibility you get.



Jayson DeMers

Founder & CEO AudienceBloom
Writer for Forbes, Inc.com and more.
[@jaysondemers](#)

SEO Benefits

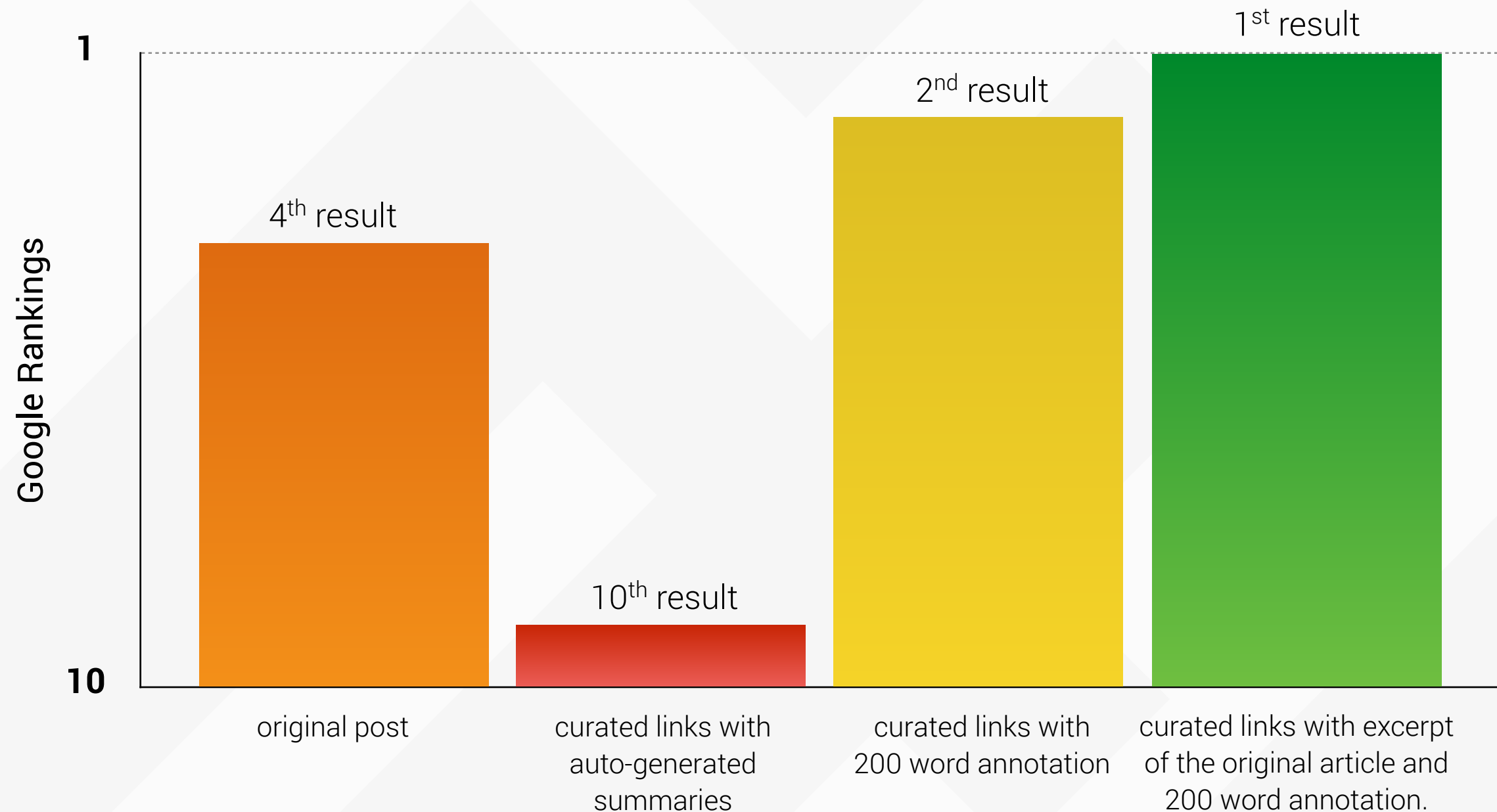
By mixing your own thoughts with excerpts from the original article, you'll also add more value to search engines and get SEO benefits for your website as explained by SEO expert Jayson DeMers.

Another data point is that more than 40% of traffic to Scoop.it pages come from search engines.

The SEO benefits of content curation in general and of value-adding curated posts in particular have also been demonstrated by the experiment Bruce Clay ran comparing various content curation methods' performance versus original content in Google rankings.

Curated posts can even rank higher than original content

Ranking of curated posts vs the original post for the same keyword



Source: [SEO-Friendly content curation in a post-wanda world](#)

The benefits you should expect from curated posts on your blog

Amplification & conversions

By adding insights, working with images, and editing the title of your curated post, you've done most of the work of getting your readers' attention by placing the curated piece in context.

But getting readers' attention is just the beginning.

By adding sharing buttons to your posts, you will enable your readers to easily share your curated posts and amplify impact. This means more traffic through social and more SEO through natural inbound links.

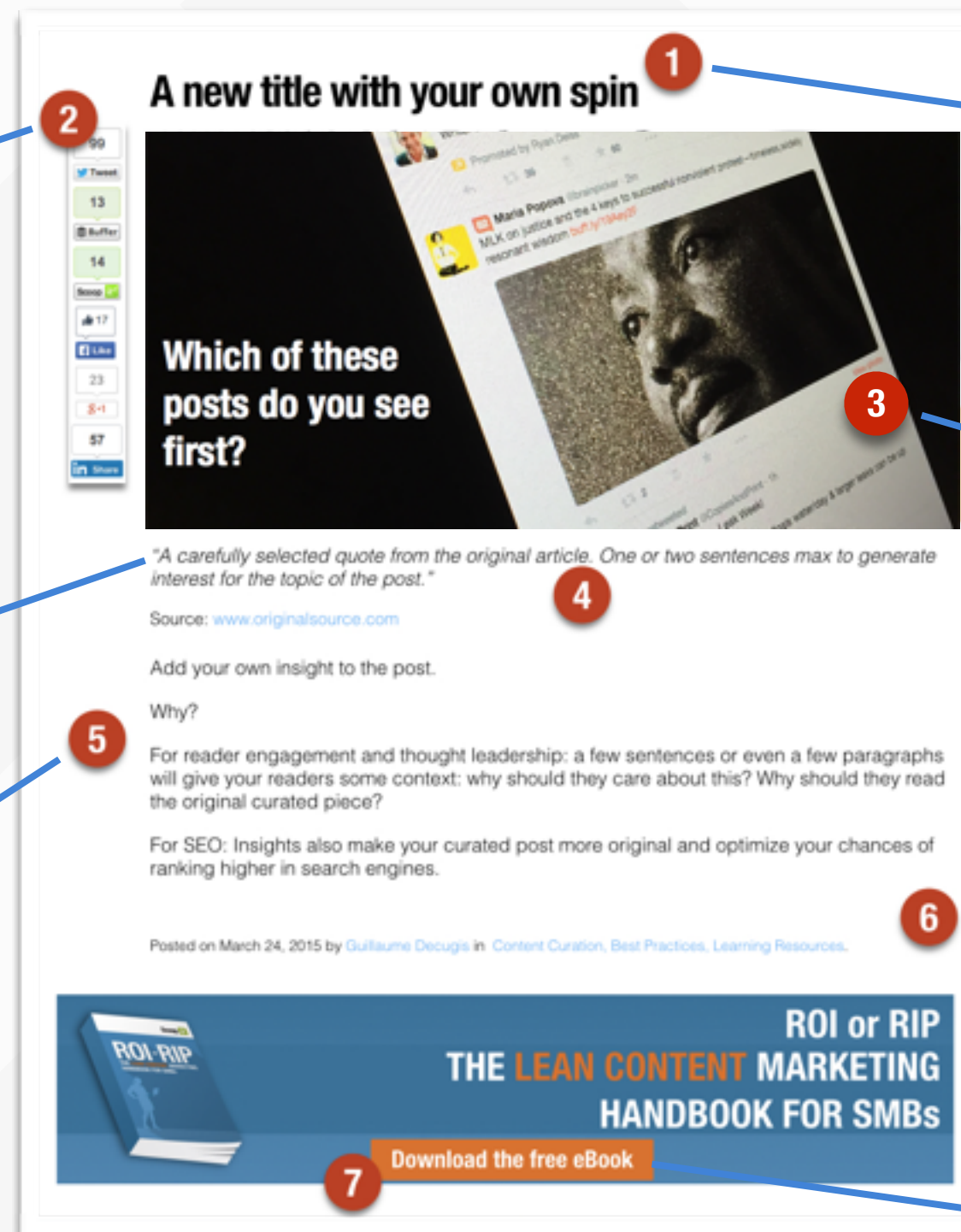
Make sure to also add Calls-to-action (CTAs) on your blog and on your curated post pages prospects or customers.

The 7 attributes of highly efficient curated posts

Make it easy for your readers to re-share your curated posts.

Extract the most meaningful quote from the original piece and link to it in a visible way.

Show thought leadership by annotating the curated piece with your own insight. This added context will drive engagement and SEO (~40% of traffic to Scoop.it pages come from Google Search).




Use a title that will make your target audience want to click. Present the curated piece in the right context for them.

It's a visual Web: start telling the story from the image by adding a text overlay. Curated content shared with an image on social media generates 88% more clicks.

Categorize your curated posts to make them easier to index and archived.

Add Call-to-Actions to your posts to convert your readers into subscribers or leads.

An aerial photograph of a vast vineyard during autumn. The rows of grapevines are tightly packed and follow the contours of the land, creating a rhythmic pattern of green, yellow, and orange. The perspective is from a high angle, looking down at the rows that stretch towards the horizon.

The ROI of scaling your blog content through curation

Image by Vincent Brassinne

The ROI of curated posts vs original posts

Let's be clear: good content curation still takes time.

So let's look at the ROI of publishing curated posts vs creating original content from scratch.

Among the thousands of SMB and enterprise customers who use Scoop.it, the consensus is that creating a good original post takes 3 to 6 hours to a content expert.

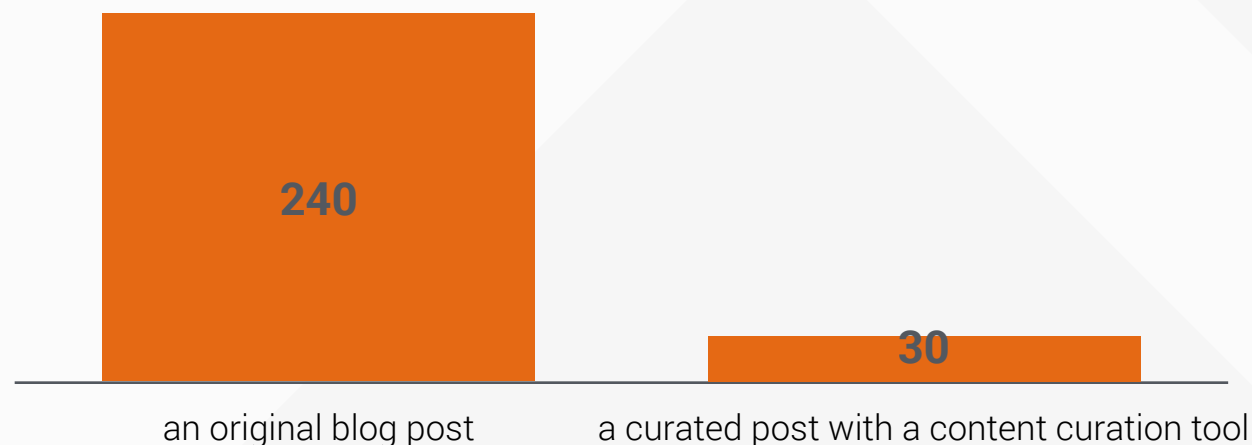
Sure, you can outsource that, but outsourcing has a double cost:

the cost you get charged by the free-lancer or agency and the time you'll spend coordinating, briefing, reviewing and editing content. As [Rebecca Lieb puts it](#), there are many things to consider before you outsource which means that even though it's a valuable strategy (that [we've used ourselves with success](#)), it's not as easy as it seems.

So let's consider that **creating a good original post takes 3 to 6 hours for a content expert** and compare it to what it takes to publish a **curated post**.

The time to publish a curated post

Time in minutes to publish:



Publishing a good curated post takes 30 minutes or less with a content curation tool.

The table on the left shows the typical time involved in the various value-adding content curation tasks.

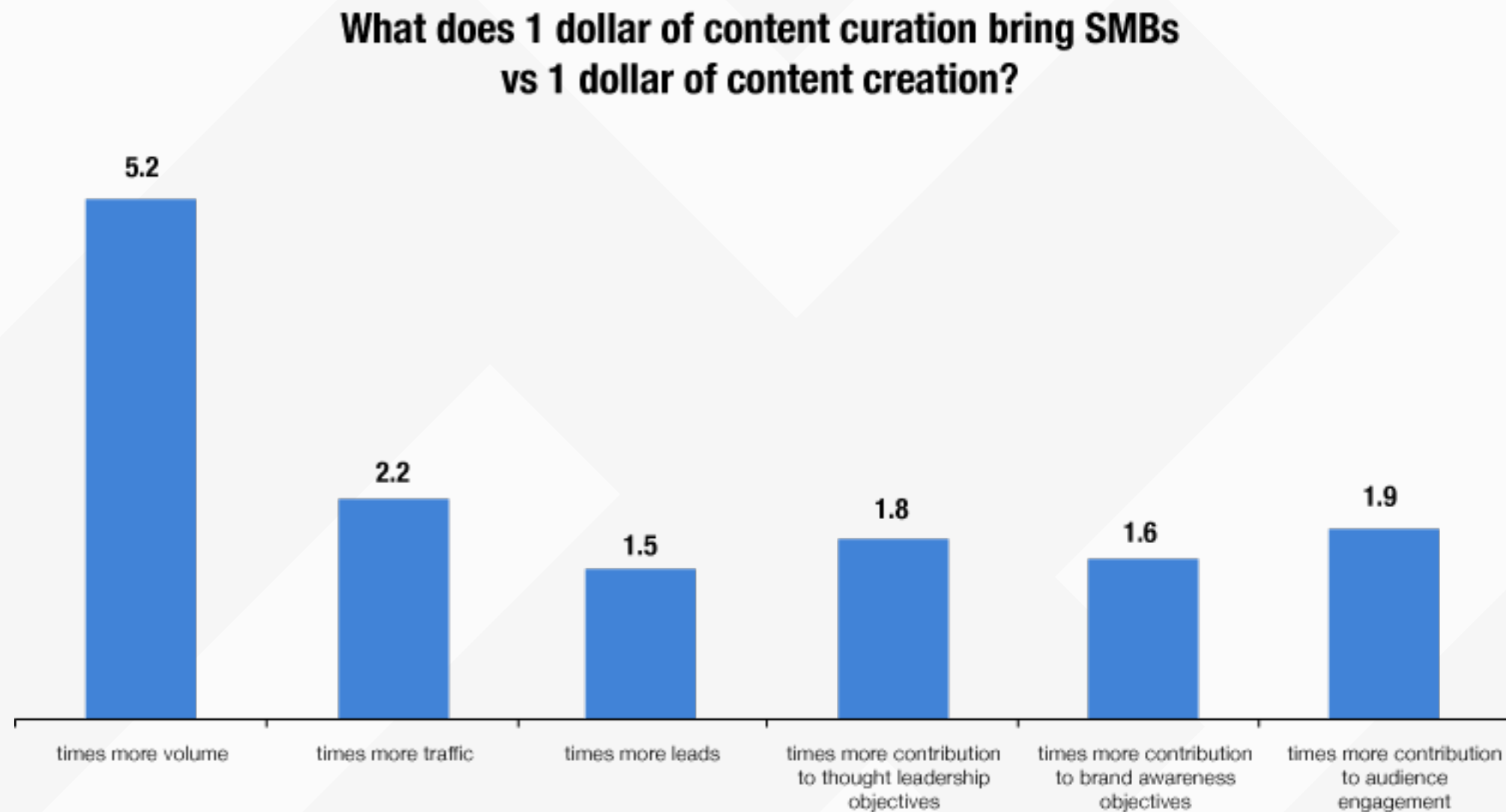
While content curation for blogging is not a 1-click process, it takes much less time than creating original content from scratch, especially if you use a content curation tool such as Scoop.it to automate:

- **content discovery** (a good curation tool will provide you with fresh, relevant suggestions based on your keywords through semantic search),
- **formatting** (you shouldn't have to spend time formatting content to fit your Wordpress template),
- **distribution** (to cross-promote your post not only over all your channels but over the next few days and weeks through smart scheduling).

Task	Without a tool	With a tool
Discovering relevant content	30	3
Reading content	5	5
Editing content (title, quote, image...)	5	5
Writing an insight	15	15
Publishing it to your blog in the right format	5	1
Distributing it to all your social channels	5	1
Total (in minutes)	65	30

What do real SMB marketers think of curated content's ROI?

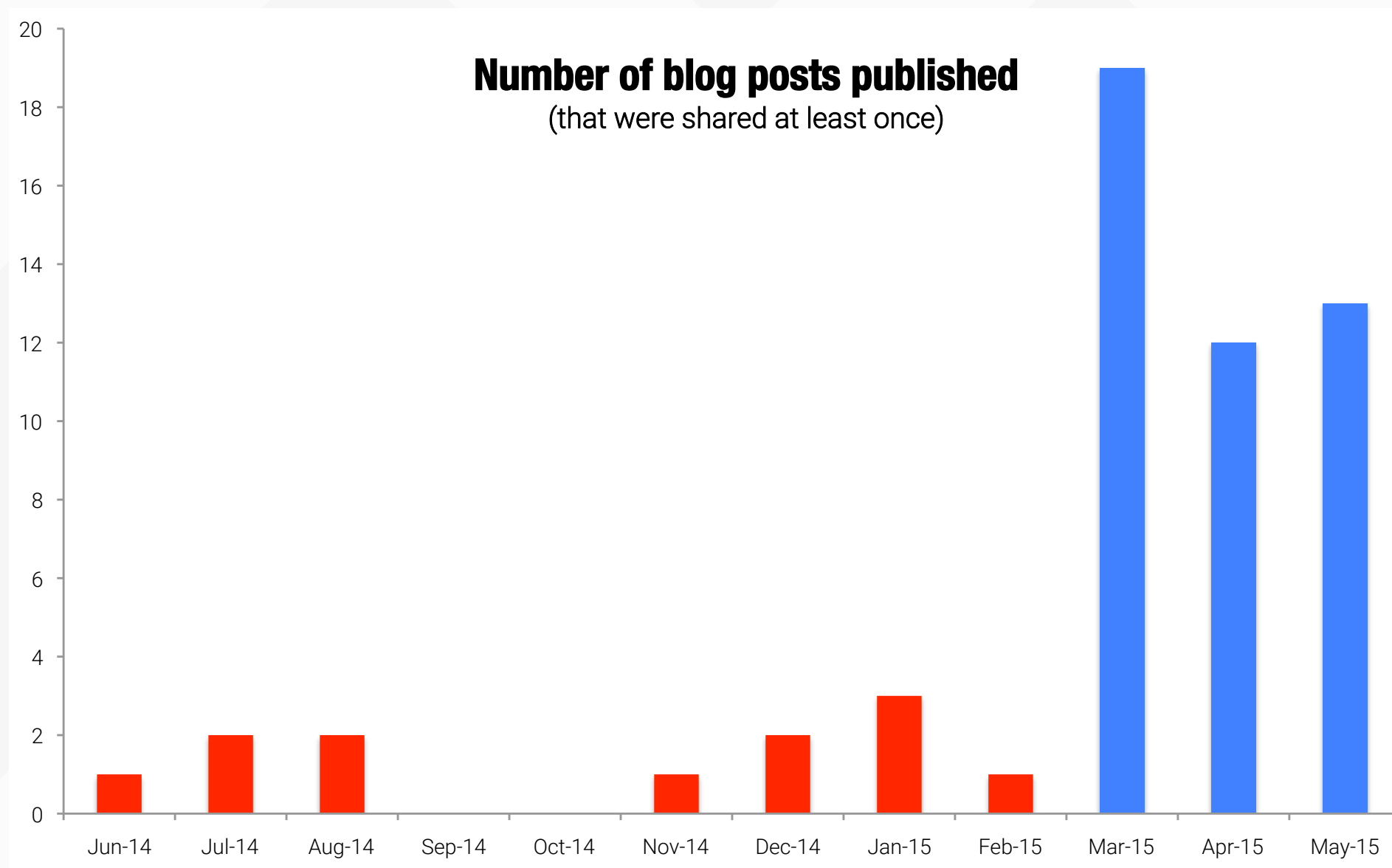
We surveyed hundreds of small and mid-sized companies' marketers to find out:



An SMB case study with +633% content publishing

This 20-people company was updating their blog sporadically.

In 2 months they increased their content output 633% by adding curated content to the mix.



3000+ SMBs use Scoop.it Content Director to blog consistently in less than 30 minutes per day

Scoop.it Content Director: the dead-simple solution that helps you get the most ROI out of your content marketing.



Plan



Source



Schedule



Analyze

So if you too would like to learn how you can blog consistently in less than 30 minutes per day using Scoop it Content Director,

[Book a demo now](#)